

## **REMARKS**

### **Introduction**

Claims 1, 6, 16, 19, 22, and 28 have been amended; claims 23, 27, 29, and 33 have been cancelled. The application now includes claims 1-22, 24-26, 28, and 30-32.

Applicant thanks the Examiner for taking the time to conduct a personal interview with the Applicant's representative on November 2, 2010. Reconsideration of the rejection of the application is respectfully requested in view of the claim amendments and the following remarks.

**The Claims are Allowable over the Prior Art because the Prior Art Fails to Disclose the Generation of a Web Page Using a Master Specification with a First Control Section with Variable Controls, and a Subordinate Specification with a Second Control Section that Supplies Control Values as the Variable Controls**

Claims 1-23, 26-29, 32 and 33 were rejected under 35 U.S.C. §103(a) as being unpatentable over Ferrel, U.S. Patent No. 5,860,073 ("Ferrel"), in view of Brintzenhofe, U.S. Patent Pub. No. 2003/0079177 ("Brintzenhofe"), further in view of Smith, U.S. Patent No. 5,181,162 ("Smith"). Claims 25 and 31 were rejected under 35 U.S.C. §103(a) as being unpatentable over Ferrel, Brintzenhofe, and Smith, further in view of Keating (U.S. Patent Pub. No. 2002/0052895). Claims 24 and 30 were rejected under 35 U.S.C. §103(a) as being unpatentable over Ferrel, Brintzenhofe, and Smith, further in view of Lie, "*Cascading Style Sheets, level 1*" ("Lie").

Reconsideration of these rejections is respectfully requested because the combination of the prior art fails to disclose or suggest, at least, "wherein said first control section of said master specification comprises at least one variable control, and

said second control section of said first subordinate web page specification supplies a control value for one of said at least one variable control, wherein said first subordinate web page specification further specifies other control information in said second control section; and said generating of said first resultant web page further comprises merging said other control information into said first control section,” as recited in claim 1.

One embodiment is a method and system that provides a common design for a web site or a web based application that includes multiple related web pages. *See* U.S. Pat. Pub. No. 2002/0138516 (the publication no. of the present application), ¶¶2 and 7. A master specification 202 is generated that includes a common style, navigation arrangement and/or content placement for the web pages. *See id.*, ¶ 22. A subordinate web page specification 204/206 is generated for each web page of the web site and includes content for the web pages. *See id.*, ¶ 27.

Master specification 202 includes <head>/control section 212 which includes a style specification and/or navigation specification for the common design of the web pages. *See id.*, ¶ 23. Control section 212 may include “variable controls.” *See id.*, ¶ 26. “Each subordinate web page specification 204/206 may specify additional controls in <head> section 222”. *See id.*, ¶ 24. The controls include style elements. *See, e.g., id.* at ¶ 6. The additional controls may be in the form of “control values”. *See id.*, ¶ 26. When generating a web page, a “generator 240 merges the additional control information specified in <head> section 222 of subordinate web page specification 204 into the adopted <head> section (block 304)”. *See id.*, ¶ 29. The merging may include providing the control values as the variable controls. *See id.*, ¶ 26. Therefore, style

from the subordinate web page is merged with common style from the master specification.

Ferrel discloses style sheets for a publishing system. A “story object” makes reference to a style sheet 443 before being rendered on page 434. Ferrel, col. 19, ll. 36-38. The style sheet includes formatting information, including “properties of the paragraphs, fonts and embedded objects in the story that format the content as it was originally designed. Ferrel, col. 19, 39-44. However, Ferrel, as acknowledged by the Office Action, fails to disclose the generation of a web page using a master specification with variable controls, and a subordinate specification with control values that are supplied as the variable controls. Brintzenhofe and Smith do not cure these deficiencies in Ferrel.

Brintzenhofe discloses a method that fits content elements of a composition to a media layout. Each content element has an associated content type, and the media layout has a content rendering space for presenting information contained in the content elements. For each content type, a content scale factor is initialized that is indicative of a portion of the content rendering space utilized by the content type. Also for each content element, extent values are computed using the content scale factors. The extent values are indicative of a portion of the content rendering space occupied by the content element. It is determined whether the content elements fit within the content rendering space of the media layout. If the content elements do not fit within the media layout, then for each content type, determining an associated non-fit factor, recomputing the content scale factors for each content type based at least in part upon the non-fit

factors, recomputing the extent values for each content element using the recomputed content scale factors, determining whether the content elements now fit in the content rendering space of the media layout, and repeating these steps until it is determined that the content elements fit within the content rendering space of the media layout. See Brintzenhofe at ¶ 12.

Brintzenhofe, as acknowledged by the Office Action, also fails to disclose or suggest the generation of a web page using a master specification with variable controls, and a subordinate specification with control values that are supplied as the variable controls. Smith fails to cure these deficiencies in Ferrel and Brintzenhofe.

Smith discloses a system which decomposes a document into logical components stored as discrete "objects" in an object-oriented computational environment. Stored objects are organized, accessed and manipulated through a database management system (DBMS). The DBMS provides an encoding of object content, object attributes and inter-object relationships. The objects are assembled into an integrated whole when the document is to be physically produced, i.e., printed, displayed electronically, or electronically transmitted. Objects contain "content," that is, basic information-bearing constituents such as text, image, voice or graphics. Objects may also contain further attribute data specifying logical or physical relationships to other objects or to the document as a whole, characteristics relating to the appearance of the content, or access restrictions. In addition to attribute data, an object can contain procedures that store, send, delete, modify and display the object. See Smith at col. 2, line 54 – col. 3, line 12.

Smith only discloses that logical objects can be combined and physically mapped onto a page-by-page layout defined by layout objects. However, Smith does not disclose or suggest that a first control section of a master specification includes variable controls, and a second control section of a first subordinate web page specification supplies a control value for one of the variable controls, and the first subordinate web page specification further specifies other control information in its second control section, such that the generating of a first resultant web page includes merging the other control information into the first control section of the master specification.

For at least these reasons, amended claim 1, and amended claims 6, 16, 19, 22, and 28, which recite similar limitations, should now be allowable over the cited prior art. The remaining claims depend from one of the above independent claims and should also be allowable for at least the above reasons.

### **Conclusion**

Applicant respectfully requests favorable action in connection with this application.

The Examiner is invited and urged to contact the undersigned to discuss any matter concerning this application.

No fee should be required for this submission. However, should any fee be required, the Commissioner is authorized to charge any such fee to Counsel's Deposit Account 50-2222.

Respectfully submitted,

Date: November 4, 2010

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